

## Message Text

UNCLASSIFIED

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ACTION EA-09

INFO OCT-01 EUR-12 ISO-00 IO-13 CIAE-00 DODE-00 PM-04

H-02 INR-07 L-03 NSAE-00 NSC-05 PA-02 PRS-01

SP-02 SS-15 USIA-15 OMB-01 TRSE-00 /092 W

-----141022Z 066186 /17

R 131515Z APR 77

FM AMCONSUL GOTEBORG

TO SECSTATE WASHDC 0209

INFO AMEMBASSY COPENHAGEN

AMEMBASSY HELSINKI

AMEMBASSY OSLO

AMEMBASSY SEOUL

AMEMBASSY STOCKHOLM

UNCLAS GOTEBORG 0094

E.O.11652: N/A

TAGS: PFOR, PROP, SW, KN

SUBJECT: NORTH KOREAN ADVERTISEMENT IN SWEDISH PAPER

1. ON EASTER SUNDAY MORNING, READERS OF THE SWEDISH WEST COAST DAILY GOTEBORGS-POSTEN (LIBERAL) WERE TREATED TO A LARGE ADVERTISEMENT EXPOUNDING THE IDEAS OF NORTH KOREAN PRESIDENT KIM IL SUNG ON HIS THEORY OF "JUCHE". THE ARTICLE, WHICH COVERED HALF AN INNER PAGE OF ONE OF SWEDEN'S LARGEST PAPERS, ALSO CARRIED A LARGE PICTURE OF KIM IL SUNG UNDER THE CAPTION, "THE KOREAN PEOPLE'S GREAT LEADER". IN THE ARTICLE, KIM DEFINES JUCHE AS MEANING "THAT THE MASSES OF THE PEOPLE ARE MASTERS OF THE REVOLUTION AND RECONSTRUCTION ... AND THAT ONE IS RESPONSIBLE FOR ONE'S OWN DESTINY."

2. THE NORTH KOREAN ADVERTISEMENT IS THE FIRST KNOWN ONE IN THE AREA SINCE LAST OCTOBER'S FUROR OVER THE ILLEGAL SALE BY NORTH KOREAN DIPLOMATS OF NARCOTICS AND DUTY FREE CIGARETTES AND LIQUOR RESULTED IN THE EXPULSION OR DEPARTURE OF A NUMBER OF THESE DEPLOMATS FROM SEVERAL SCANDINAVIAN  
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COUNTRIES.

3. HOW MUCH OF AN IMPACT SUCH ADVERTISING HAS ON THE THINKING OF SWEDES IS DISCUSSED IN AN ARTICLE IN THE AFTERNOON DAILY GOTEBORGS-TIDNINGEN (GT). ACCORDING TO GT, THE ADVERTISEMENT IN THE GOTEBORGS-POSTEN COST THE NORTH KOREANS 7,000 SWEDISH KRONOR (U.S. DOLLAR1 EQUALS

SWEDISH KRONOR 4.37). GT COMMENTS THAT THE "STYLE, CHOICE OF WORDS, HEADLINES AND PICTURES HAVE BEEN OF THE KIND WHICH GIVE A COMMON, ORDINARY, WESTERN ADVERTISING MAN NOTONE, BU SEVERAL WEEKS OF SLEEPLESS NIGHTS." THE NORTH KOREAN ATTEMPT TO SWAY SWEDISH THINKING, THE PAPER CONTINUES, DEMONSTRATES THAT THE "DISTANCE BETWEEN NORTH KOREA AND SWEDEN IS GREAT -- NOT ONLY GEOGRAPHICALLY, BUT IN WAY OF THINKING." GT CONCLUDES WITH THE COMMENT THAT THE MONEY SPENT ON THE ADVERTISEMENT IS "WASTED MONEY, AS CERTAINLY EVERYONE THINKS WHO HAS ANY IDEA OF ADVERTISING."  
OWENS

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NNN

## Message Attributes

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**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** ADVERTISING, PROPAGANDA, NEWSPAPERS  
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**Review Markings:**  
Margaret P. Grafeld  
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